RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Mike:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 68 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	5
Light Men 100	12300-22592	5
Light 100	12300-22589	5
FF 100	12300-22590	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY: *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **August 25, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$2,254.82**
Non-EFT $ Amount: **$N/A**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $78.40 (5.6 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This **"Buy 2 Packs - Get One Free"** promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	2				(315)564-6066
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	2				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	5				(315)695-2059
162202	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	4				(315)776-5511
162202	162238	598682	OSTRANDER$ VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	2				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2		0990-0000		(315)454-0117
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	2	NYS			(315)754-6421
162205	162237	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315)448-1008
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	4				(315)468-5741
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315)469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	5				(315)487-7581
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2				(315)479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315)475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	2				(315)472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2				(315)488-6025
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2				(315)476-4164
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205		718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315)422-6818
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	2				(315)474-3569
162205		750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7639
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	1			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575
162605	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	4	NYS		976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	2	NYS	1441-0000		(315)564-7200

PAGE BREAK TOTAL ACCOUNTS 37 TOTAL QUANTITY 68

TEMPLATE TOTAL ACCOUNTS 37 TOTAL QUANTITY 68

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR.DOC

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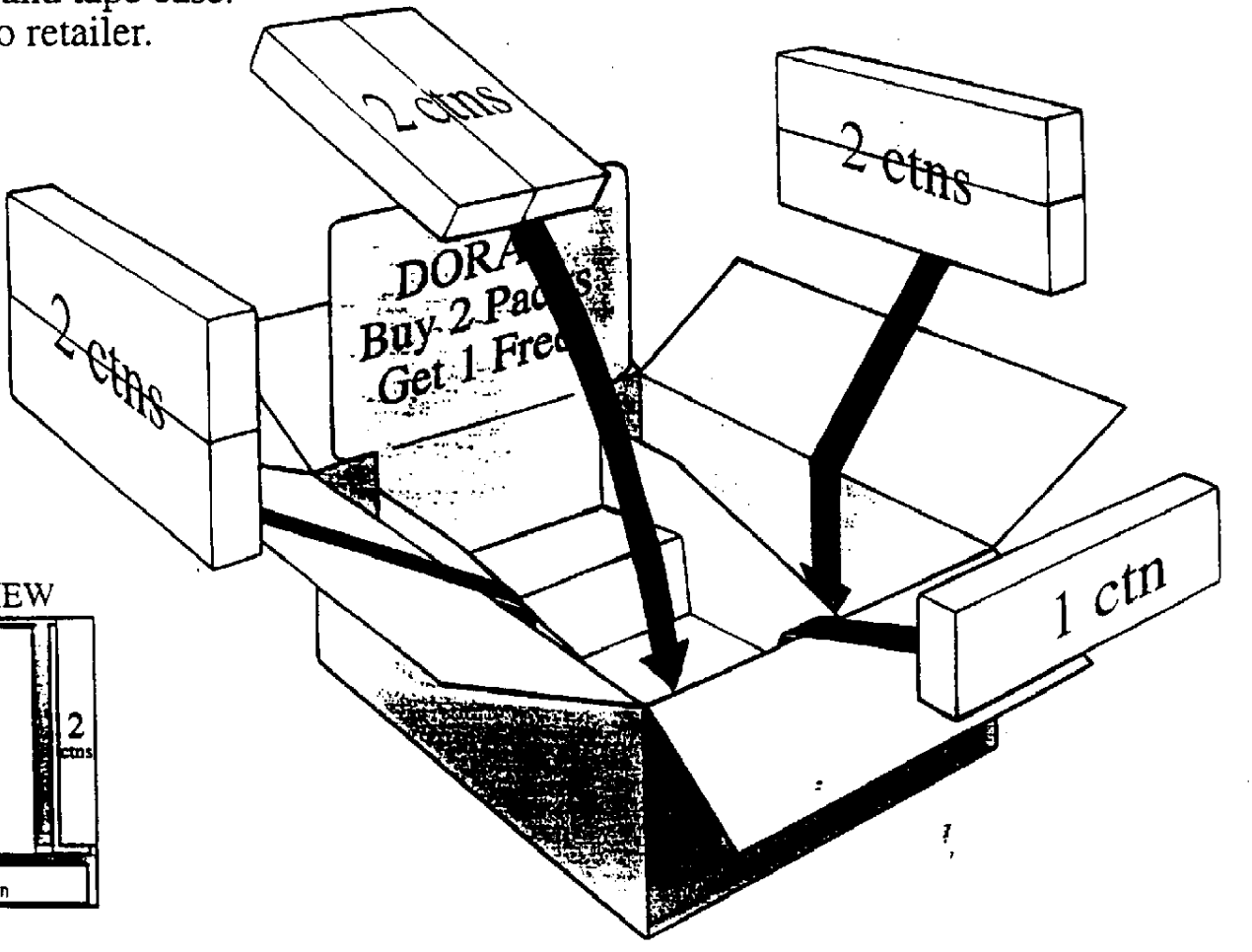
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

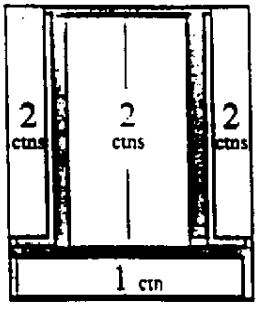
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt Men 100	Light 100	ff 100		
Number of Cartons	2	2	2	1		

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 026300
VOUCHER NUMBER: 15377530
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 70.00

AUER & COMPANY
571 W BRIGHTON AVE
SYRACUSE , NY 13205

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	5.00	70.00

EXPLANATION: NOV DOR B2G1F 701647 HB

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